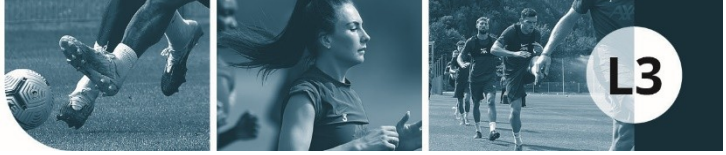

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Certificate in Sport Pearson BTEC Level 3 International Subsidiary Diploma in Sport Pearson BTEC Level 3 International Foundation Diploma in Sport Pearson BTEC Level 3 International Diploma in Sport Pearson BTEC Level 3 International Extended Diploma in Sport
Unit number and title	**11: Business in Sport**
Learning aim	**A:** Investigate the use of business and customer service skills in the sport and active leisure industry **B:** Explore the use of technology to improve customer service for sport and active leisure organisations
Assignment title	Planning business and marketing, and reporting on advances in technology in the sport and active leisure industry.
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are interested in starting your own sport/active leisure business in your locality. Before you can do this, you need to use IT to develop: • a business and marketing plan to support you in turning your idea into a successful business • a report into how technology can be used by the business to support effective customer service.

Task 1	You will need to carry out some primary and secondary research for the local area to inform your plan. This research should include competition in the locality/online, and the current marketing and sales tactics and strategies used in the sport and active leisure industry. **Business and Marketing Planning** **Part A: The Business Plan** Your business plan should include:

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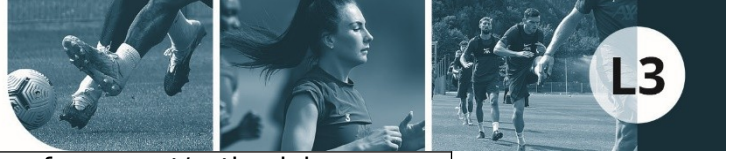
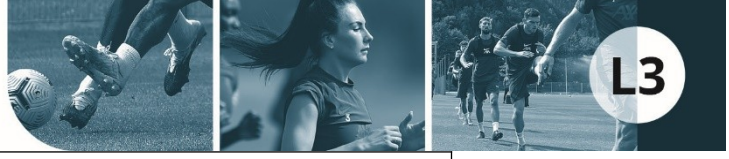
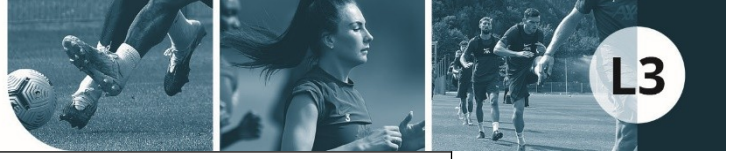


	• The rationale and idea for a sport/active leisure business in the locality, and its goals/targets and objectives. • Financial aspects and requirements such as budgeting, financial reporting using profit and loss and balance sheets, taxation, insurance and pricing policies for a forecasted trading period. • How the business could use IT in order to support and manage its customers/clients and their needs and enhance business performance e.g. online record keeping, sales and invoicing; use of social media platforms and mobile phone applications and use of SMS (text) messaging. **Part B: The Marketing Plan** This should include: • A marketing plan that supports the aims and objectives of your proposed sport/active leisure business, and the needs of the target market that this business wants to sell to. • Details of both the marketing tactics and strategies i.e. the 4Ps and the promotional mix and market research and how these will be used to make the plan effective. To make your business plan and marketing plan thorough and convincing you must justify how each aspect will support the success of your proposed business.
Checklist of evidence required	An individual business and marketing plan for a selected sport/active leisure business, produced using IT. Supporting research

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
A.P1	Explain how a selected sport or active leisure industry business could use IT to support and manage its customers or clients
A.P2	Produce a straightforward business plan, including a financial forecast using a range of IT
A.P3	Explain how marketing tactics, strategies and research are used to market a selected business in a local area
A.P4	Produce a marketing plan for a selected business in a local area
A.M1	Produce a detailed business plan, including a detailed financial forecast
A.M2	Analyse how marketing tactics, strategies and research are used to produce an effective marketing plan for a selected business.
A.D1	Produce a comprehensive business and marketing plan using IT, justifying how each aspect of the plan will support business



	success
Task 2	You have been asked to produce an individual evaluative report into how the impact of advances in customer service technology will help to retain customers and clients in your proposed business. **Report on technology in a sport/active leisure business** Your report must include: • The customer service strategy of your business (to include business technology and customer service skills) and how it meets the business aims and objectives. • The use of **two** types of advanced technology in your business e.g. heart rate monitors, pedometers and mobile apps, and how these can provide data to improve customer service for customers/clients to increase business and maintain customer satisfaction. • The advantages and disadvantages of these two types of technology e.g. cost, ease of use, and information provided, and if you would recommend them to your customers/clients. • A justified conclusion that weighs up the positive and negative impacts of advances in customer service technology (business technology and customer service skills) on the retention of customers/clients.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
B.P5	Explain how the use of technology provides data to improve customer service for customers and clients to increase business and maintain customer satisfaction
B.P6	Explain how your selected business aligns its customer service strategy with the business aims and objectives.
B.M3	Analyse the use of technology to improve customer service and how the customer service strategy meets the business aims and objectives
B.D2	Evaluate how the impact of advances in customer service technology help to retain customers and clients
Sources of information to support you with this Assignment	Adams M et al – BTEC Level 3 National Sport (Performance and Excellence) Student Book (Pearson, 2010) ISBN 9781846906510 Adams M et al – BTEC Level 3 National Sport Teaching Resource Pack (Pearson, 2010) ISBN 9781846906541 Gledhill, A., et al. (2016), BTEC Nationals Sport Student Book 1, Pearson Education, ISBN 9781292134000



	Phillips J et al - BTEC Nationals Business Student Book 1 + Activebook: For the 2016 specifications (BTEC Nationals Business (Pearson, 2016) ISBN-10: 129212624 **Websites** The Chartered Institute of Marketing (CIM) website has a wide range of content and materials include articles and blogs. www.cim.co.uk Marketing Schools produces helpful guides and notes on different marketing strategies used by professionals. www.marketing-schools.org/types-of-marketing/relationship-marketing.html Referral Rock is a blog site for growth marketing and insights, producing blogs and guides. https://referralrock.com/blog/relationship-marketing Marketing week https://www.marketingweek.com Institute of customer service www.instituteofcustomerservice.com Marketing donut www.marketingdonut.co.uk Business case studies www.businesscasestudies.co.uk
Other assessment materials attached to this brief	None required